

# *Kit for New Parents* Update



April 15, 2021

Public Education and Outreach Advisory  
Committee Meeting





# *Kit for New Parents* Request for Proposal

## Update

- *Kit for New Parents* Request for Proposal (RFP) released February 2021
- Maximum agreement amount: \$11.5 million
- First phase of submission evaluation completed
- Anticipated start date of new agreement in May 2021
- Funding will also be used for:
  - *Kit* evaluation
  - Office of State Publishing (OSP) print services
  - *Kit* promotional and training materials development

# *Kit for New Parents*

## California Health Interview (CHIS) Survey Results

- Usage of *Kit* information was high (83%) among parents who received it in the past 12 months. Findings among those parents included:
  - Low-income parents were using it.
    - More than 90 percent of parents who received the *Kit* are below 200% of the federal poverty level.
  - Households with dual language learner (DLL) children reported high use (91%).
  - Parents rated *Kit* usefulness as 8.7 on a scale of 1 to 10 (1 being least useful and 10 most useful).
- CHIS data provides a snapshot of parent use and perception of the *Kit*.
- Additional information is needed to fill areas missed by survey.
- The new *Kit* evaluation RFP will fill information gap.



# ***Kit for New Parents***

## **Expand Low-Income Parent Access to *Kit***

- Develop partnerships with agencies/organizations such as:
  - Head Start
  - California Department of Public Health—Office of Oral Health
  - California Child Support Services
  - CalWORKs Family Resilience Branch
- Continue outreach to advocacy organizations, health care providers, and social service agencies serving parents of children ages 0 to 5
- Strengthen relationships with First 5 county commissions through:
  - Timely communication
  - Improving *Kit* ordering experience for users
  - Enhancing access to distribution data



**FIRST 5**  
CALIFORNIA<sup>SM</sup>

# Questions?



# Thank you!

